

Introduction to Business provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

Introduction to Business is a full-year Career and Technical course for programs of study in Business Administration and Management. This course is built to state and national standards.

Length: Two Semesters

UNIT 1: MARKETING IN THE GLOBAL ENVIRONMENT

LESSON 1: MARKETING AND THE ECONOMY

Study: What Is Marketing?

Explain the role of business and marketing in a global society.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: What Is Marketing?

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Economics and Marketing

Explain the role of economics and marketing in a global society.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Economics and Marketing

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Economic Systems

Describe various types of economic systems.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Economic Systems

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Comparing Economic Systems

Compare various types of economic systems.

Duration: 0 hrs 40 mins Scoring: 40 points

Study: How the Economy Affects Business and Marketing

Compare various types of economic systems.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: How the Economy Affects Business and Marketing

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

LESSON 2: MARKETING IN BUSINESS ORGANIZATIONS

Study: Types of Businesses

Describe different types of businesses and how they use marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Types of Businesses

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Analyzing Types of Businesses

Compare different types of businesses and forms of ownership.

Duration: 0 hrs 40 mins Scoring: 0 points

Study: Organizational Structure and Functions

Describe the organizational structure and functions of a business.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Organizational Structure and Functions

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Analyzing Organizational Structure

Analyze the organizational structure and functions of a business.

Duration: 0 hrs 40 mins Scoring: 40 points

Study: Marketing, Technology, and the Changing Environment

Learn about marketing, technology, and the changing environment.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Marketing, Technology, and the Changing Environment

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

LESSON 3: MARKETING AND THE GLOBAL ENVIRONMENT WRAP-UP

Project: Evaluating the Economy

Evaluate the effects of the economy on an organization in a given business scenario.

Duration: 2 hrs 30 mins Scoring: 100 points

Review: Marketing and the Global Environment

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

Test (CS): Marketing and the Global Environment

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

UNIT 2: UNDERSTANDING THE MARKETPLACE

LESSON 1: CONSUMER AND BUSINESS BEHAVIORS

Study: Consumer Buying Behaviors

Describe factors that influence consumer buying behavior.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Consumer Buying Behaviors

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Business Buying Behaviors

Describe factors that influence business buying behavior.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Business Buying Behaviors

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkpoint: Analyzing Buyer Behavior

Explain how businesses and consumers are motivated to buy through the selling process.

Duration: 0 hrs 40 mins Scoring: 0 points

LESSON 2: CREATING CUSTOMER LOYALTY

Study: Marketing Research

Describe the factors taken into consideration during marketing research.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Marketing Research

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Strategic Planning

Describe ways businesses strategically plan for reaching customers.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Strategic Planning

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Analyzing Marketing Research

Analyze marketing research decisions in various business scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

LESSON 3: PRODUCT DEVELOPMENT

Study: Creating Products

Explain how businesses create products to meet the needs and demands of consumers and businesses.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Creating Products

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Managing Products

Explain product management.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Managing Products

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkpoint: Evaluating Product Management

Assess product management in various business scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

LESSON 4: UNDERSTANDING THE MARKETPLACE WRAP-UP

Project: Creating a Product

Create a product to market.

Duration: 2 hrs 30 mins Scoring: 100 points

Review: Understanding the Marketplace

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

Test (CS): Understanding the Marketplace

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

UNIT 3: MARKETING PLACEMENT AND PRICING

LESSON 1: PLACEMENT AND MARKETING

Study: Distribution Channels and Supply Chains

Explain distribution channels and supply chains.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Marketing Channels and Supply Chains

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Analyzing Marketing Channels and Supply Chains

Explain marketing channels and supply chains.

Duration: 0 hrs 40 mins Scoring: 0 points

Study: Logistics and Distribution

Describe ways products move through supply chains and channels.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Logistics and Distribution

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Retailers and Wholesalers

Explain the role of retailers and wholesalers in the marketing process.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Retailers and Wholesalers

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Visual Merchandising

Describe the importance of visual merchandising and how it is used.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Visual Merchandising

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Creating Visual Merchandising and Displays

Create a plan for placing products.

Duration: 0 hrs 40 mins Scoring: 40 points

LESSON 2: PRICING AND MARKETING

Study: Pricing and the Marketplace

Explain how supply and demand can affect pricing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Pricing Basics

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Analyzing Pricing

Analyze how supply and demand can affect pricing.

Duration: 0 hrs 40 mins Scoring: 0 points

Study: Pricing Strategies

Describe various pricing strategies.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Pricing Strategies

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: The Price Is Set... Now What?

Examine mathematical processes that take place once the price has been set for a product.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: The Price Is Set... Now What?

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Point of Sale Transactions

Discuss point of sale transactions.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Point of Sale Transactions

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Pricing in Practice

Practice using concepts in pricing.

Duration: 0 hrs 40 mins Scoring: 40 points

LESSON 3: MARKETING PLACEMENT AND PRICING WRAP-UP

Project: Placing and Pricing Your Product

Create a placement and pricing strategy for your product.

Duration: 2 hrs 30 mins Scoring: 100 points

Review: Marketing Placement and Pricing

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

Test (CS): Marketing Placement and Pricing

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

UNIT 4: MARKETING PROMOTION

LESSON 1: PROMOTIONAL PLANNING

Study: Promotion Basics

Explain promotion in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Promotion Basics

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Analyzing Promotion

Analyze the role of promotion in various business scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

Study: Promotional Strategies

Describe promotional strategies used in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Promotional Strategies

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Sales Promotion

Describe different types of sales promotion.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Sales Promotion

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Analyzing Sales Promotion

Differentiate different types of sales promotion.

Duration: 0 hrs 40 mins Scoring: 0 points

LESSON 2: SELLING AND PUBLIC RELATIONS**Study: Selling**

Describe the selling process and the role of sales people in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Selling

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Practicing Your Salesmanship

Apply effecting selling strategies to a variety of scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

Study: Public Relations

Explain the importance of public relations in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Public Relations

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: PR Plans

Analyze the effectiveness of various public relations scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

LESSON 3: ADVERTISING

Study: What Is Advertising?

Describe different types of advertising.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: What Is Advertising?

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Study: Effective Advertisements

Explain how to create an effective advertisement.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Effective Advertisements

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Creating Effective Ads

Create and evaluate an effective advertisement.

Duration: 0 hrs 40 mins Scoring: 0 points

LESSON 4: MARKETING PROMOTION WRAP-UP**Project: Promoting Your Product**

Create a promotion and advertising plan for your product.

Duration: 2 hrs 30 mins Scoring: 100 points

Review: Marketing Promotion

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

Test (CS): Marketing Promotion

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

UNIT 5: YOUR FUTURE IN MARKETING**LESSON 1: MARKETING AND ETHICS****Study: Ethics in Business**

Identify ethical, moral, and legal business practices.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Ethics in Business

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkup: Ethical or Unethical?

Compare ethical and unethical business practices.

Duration: 0 hrs 40 mins Scoring: 0 points

Study: Ethics and Marketing

Identify legal and ethical considerations in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Ethics and Marketing

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Applying Ethics to Business Situations

Evaluate legal and ethical marketing considerations in business.

LESSON 2: EXPLORING YOUR MARKETING CAREER

Study: Marketing Career Opportunities

Identify marketing career cluster pathways and occupations that align with personal interest.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Marketing Career Opportunities

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Practice: Researching Marketing Careers

Research marketing careers and requirements.

Duration: 0 hrs 40 mins Scoring: 40 points

Study: Requirements for a Successful Marketing Career

Describe the behaviors, traits, skills, and abilities needed for a career in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Requirements for a Successful Marketing Career

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

Checkpoint: Marketing Self-Assessment

Analyze personal skills and aptitudes as part of a personal growth plan for pursuing a career in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

Study: Creating a Plan

Explain how to create a career plan.

Duration: 0 hrs 40 mins Scoring: 0 points

Quiz: Creating a Plan

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

LESSON 3: YOUR FUTURE IN MARKETING WRAP-UP

Project: Career Plan

Create an individual career plan.

Duration: 2 hrs 30 mins Scoring: 100 points

Review: Your Future in Marketing

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

Test (CS): Your Future in Marketing

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

UNIT 6: SEMESTER WRAP-UP

LESSON 1: SEMESTER REVIEW AND EXAM

Review: Semester Review

Prepare for the end-of-course exam by reviewing key concepts and skills.

Duration: 0 hrs 45 mins Scoring: 0 points

Exam: Semester Exam

Take a computer-scored exam to assess what you have learned in previous units.

